**HCA Healthcare: Satellite Hospitals revolutionize Texas**

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HLSV 5820:Health Services Marketing

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December 7,2023

**RESEARCH**

HCA Healthcare also known as Hospital corporation of America is one of the largest healthcare organizations in the United States. HCA healthcare has a total of 184 hospitals, emergency departments,hospice centers, urgent care clinics, physician practices out of which 62 are in Texas. Being such an established organization, marketing would seem like an easy task. HCA spent under $100 million on their advertising via newspapers, national television and digital marketing as well (MediaRadar, 2018). HCA healthcare is also one of the top YouTube advertisers amongst many famous brands. HCA also has instagram, twitter and YouTubes pages where they post updates consistently. HCA healthcare is one of the leading healthcare service providers in the states. Their marketing strategies and activities are very likely to reach a lot of their desired audience.

As they approach the launch of their newest satellite hospital, a different and innovative approach would be a suitable choice. Based on the location of the new launch of their premium healthcare facility, their audience is most likely to be families with working parents and senior citizens. Coppell already has one of HCA’s medical city, but this new launch will make it easier for people to get access to wellness centers and state-of-the-art pediatric and geriatric centers with more accessibility. The population of Coppell is much smaller than the population of larger cities in Texas like Lewisville or Irving, but it includes residential areas and small and big business owners, and designated commercial areas as well. The target audience is specifically different from bigger cities as there are more family oriented people and business owners compared to them. The growing number of international students near Coppell is also increasing as it is closer to universities like TWU and UNT. These students specifically look for outpatient care as they are just adjusting into a new healthcare system.

With the discovery of Artificial Intelligence (AI) and the way it is growing into the world, the importance of outpatient care is decreasing. Which is why marketing for this launch should be extensive. As this will be our first satellite hospital in Texas, emphasis should be made on future launches as well. Apart from advertising,creative approaches should be considered. For example, using digital marketing as our primary tool apart from national television and email marketing. Digital marketing expenses can be very high, for example healthcare companies have been found to spend over $4 billion on marketing alone. 44% of marketing expenses are for health products or services. This increase has caused the TV advertisement to go down significantly (Purcarea 2019). Consumers prefer to use the internet to look for hospitals or care centers that provide services in their favor. It is vital that the facility aligns its interests with the interests of its patients.

**Marketing strategy**

HCA healthcare is currently at its very best when it comes to marketing. They currently have all fronts covered like digital marketing, Public relations and telemarketing as well. This new facility will require a much more vigorous approach as it is the first of its kind. Generally, consumers prefer to use healthcare services of already established facilities more than newer facilities because they have been there before. HCA healthcare should emphasize more on the services that they shall provide in broader detail. For example, different brochures for in-patient/out-patient care, more options for male/female physicians, more benefits compared to costs. The marketing team should also focus on creating an advertisement for national television in which we show how this new facility and the people working in it would be hired from the city of Coppell itself.

This facility is going to be accessible for everyone. ( Levesque et al. (2013)) defines access to healthcare in five different dimensions: approachability, acceptability, accommodation and availability, appropriateness and affordability. These different dimensions shall be the key for the new facility. Marketing new equipment, low rates for ambulances, free parking, local well-educated physicians and nurses, and accommodating administrative staff should be the primary focus so that the audience understands that HCA healthcare focuses on patient value more than profits. Secondary focus should be brochures, email marketing and getting local billboards.

The healthcare organizations that are very successful tend to focus more on the bigger picture. To increase the value of patients, focus less on a supply-driven healthcare system and emphasize a patient-centered environment to meet the needs of the patients themselves (Thomas H. & Michael E. , 2013). During the marketing campaign we should focus more on long-term goals concerning the local residents which is to provide valued care at lower costs and more accessibility. We should make sure that this new facility can stand by itself, and not just because it is a part of something big. HCA Healthcare advertises their hospitals and services as a whole. For the success of this new satellite hospital we should be more detail-oriented about the services that we provide by using target marketing. The location selected for the new facility is easily found online when people are looking for it on the internet.

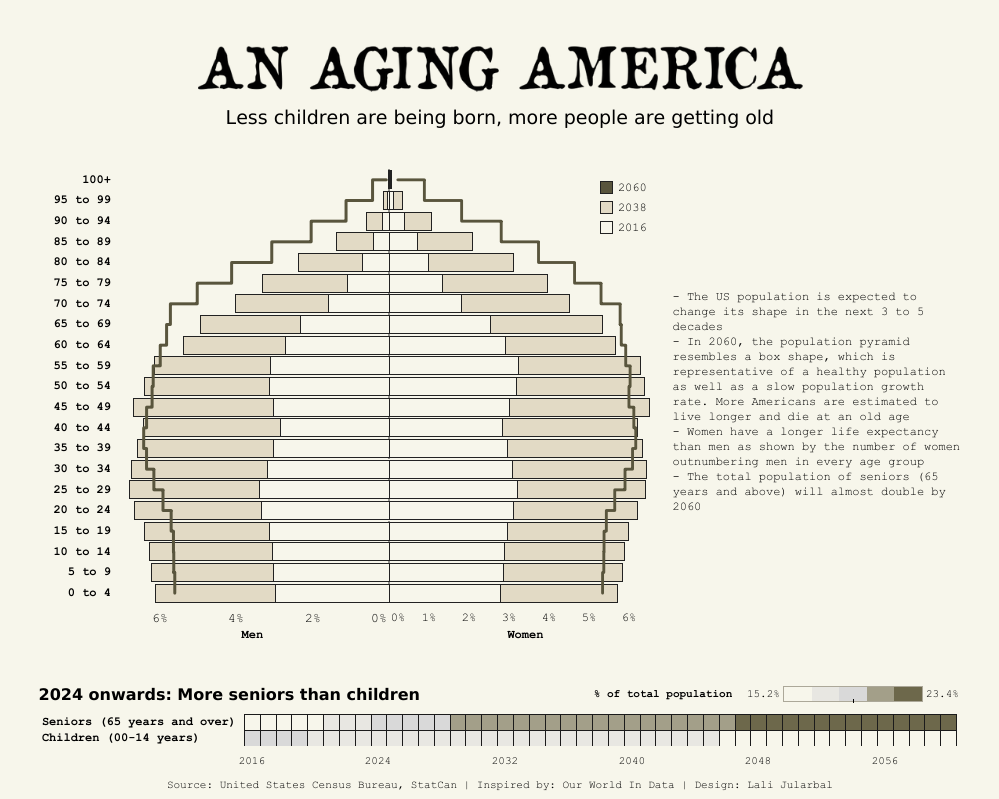
The four Ps of marketing are difficult to apply to the world of healthcare. Some people who work for marketing healthcare products and services find it difficult to follow the traditional four Ps (Thomas R K, 2020). For the new facility consider these four Ps and try to apply them appropriately. The **P**roduct is the service that we will provide with more accessibility at a lower **P**rice. Advertise that dealing with healthcare providers will be less of a hassle as one of the staff administratives shall assist patients. Dealing with insurance companies can cost patients a lot of frustration and embarrassment apart from the pain they already go through with the disease or injury that they might have (Thomas R K, 2020). As mentioned above accessibility will make the **P**lace much more reliable for patients and for them to refer HCA Healthcare to other people as well. This new facility will also have its own application and websites through which consumers can easily book a physician appointment from the comfort of their home. Promoting the website through the use of SEO ( Search Optimization Engine) should be the top priority for local advertisement. Picking keywords that might be used by potential consumers and making innovative content and information around those words will be a good strategy to get ahead of other competition (Gavali A, 2019).

**Changes**

During the last ten decades, the population of people aged 65 or above is only increasing (Caplan Z. , 2023). The population that constitutes the older people has reached 55.8 million which is 16.8% of the US population in 2020. This may change the face of healthcare altogether. Healthcare organizations shall face an increased number of patients in the age range of 65 and older, and hospice needs might increase. All industrial cities are engaged in providing better health and social services to their local citizens but they are not in control of the constant evolution of the regional and national policy changes or formulations. The health policies for older people vary a lot among developed nations. Our new facility might face these issues in the future. Thorough analysis of the constant changes and keeping up-to-date with the rapid research innovations will prove to be essential in the success of this facility in the future (National research council, 2001).

Figure 1 :

The Future of the American Population



***Note***:This visual is produced by Jularbal L. in 2018 and was updated in 2022. It shows the increasing number of older people in the United states to support the speculation made below.

**Market Delineation**

The primary market area for the new facility is going to be within Coppell city limits in Dallas county. The secondary market area surrounds other cities in Dallas county such as Grapevine and Carrolton. The estimated population of Coppell, as of 2022, is 41,926 (U.S Census, 2022). People 65 and older make up 9.5% of the population, people under 18 make up 27.5%, and women make up 51.2% of the population while men make up 48.1%. The city estimates 15,732 households with an average of 2.7 people per household. Demographically, Coppell's population consists of 70.1% of its population who have a bachelor’s degree or higher with the median household income of $130,805 (U.S Census, 2022). Comparing this community with the population of the already well established HCA healthcare facility in Lewisville has a lot of interesting facts. Medical city Lewisville is a much established facility by HCA healthcare. The new facility will be distinct from the existing Lewisville facility in that it will provide top-notch benefits to its smaller yet wealthy and educated community. We observed a significant disparity in educational attainment when comparing the demographics of these two communities. As a result of its population's tendency to hold a bachelor's degree or above, Coppell has a stronger sense of an educated community.

The age distribution in Coppell is made up of a variety of age brackets. Families and individuals with jobs make up a sizable part. The percentage of married individuals in the community is 63.4%, separated or widowed are about 13.6 % ( U.S Gov, 2022). Most of these individuals are highly educated (at least with a bachelor’s degree) and expect good healthcare services and might prefer premium healthcare services as well. There is a significant need for health services including pediatric and geriatric care as more individuals who are married move into the defined service area.Psychographically, the population of Coppell is likely to be more wellness oriented due to their high socioeconomic status. When it comes to contemporary healthcare services, the population with a high degree of education would prefer quality over quantity and sustainability.

Taking all of that data into consideration, the effective market for the services that we shall offer will be younger families and senior citizens. This market makes up almost 75% of the population of coppell. 95.3% of Coppell's population have health insurance out of which 77.2% are employee plans, 1.68% on medicaid and 6.18% on Medicare (DataUSA, 2022). The community in Coppell can be considered a financially viable community as most of its residents have health coverage, thus limiting the number of self-pay patients. The most effective market for the healthcare service that we choose to provide would be family healthcare services and preventive and wellness services.

A hybrid form of target marketing and micro marketing would be ideal for the service area that we have defined above. Both of these methods are cost effective and efficient if implemented accurately (Thomas, R. K. 2020). Our effective market consists of younger families and senior citizens. Keeping that mix in mind, we coils set up campaigns focusing on family health packages, obstetrics and gynecology services and pediatrics. Target marketing can be done through traditional media and communication channels to target our senior audience to market home healthcare packages and geriatric care services

**Potentials and Limits**

**Population Segmentation**

As previously stated, the primary market for our specified service region is families and senior individuals. Other psychographic data gathered by our analyst point to a healthier community that prefers modern care over traditional practices.

According to the CDC (Centers for Disease Control and Prevention), the major causes of death in Texas as of 2022 (CDC, 2023) are heart disease and COVID-19. The most prevalent health conditions in Coppell necessitate preventative care services such as cancer screenings, colonoscopies, measles, polio, and meningitis vaccinations for children under the age of five, and other routine immunizations. Using this information, we can categorize our market in the following ways.

1. Age segmentation: pediatric care for children, geriatric care for senior citizens
2. Psychographic segmentation: Sedentary population, active population
3. Behavioral Segmentation: this can be based on healthcare behavior of the segmented population such as occasional users, frequent users, non-users.
4. Payer segmentation: 6.18% users for Medicare and 1.69% users for Medicaid and 77.2% on employee plans, 9.62% on non-group plans and 0.617% on military plans ( USA, D. 2022).

**Submarkets**

Coppell is a diverse and expanding neighborhood. Many significant submarkets can be targeted, allowing the new facility to coordinate its marketing approach in such a way that it meets the interests of Coppell's community.

1. Demographic segments: This Coppell submarket includes children, young families looking for family planning packages, and seniors looking for orthopedics or geriatric care. Maternity care and urology are examples of gender-specific care.
2. Ethnic groups: Given Coppell's Hispanic and Asian populations, the new facility should prioritize hiring employees who can speak Spanish or are multilingual. This will provide us with a far more diverse patient population.
3. Socio-Economic Groups: Coppell has a median household income of $130,805. A part of its community are high-income individuals. A small part of it are also low-income individuals.
4. Lifestyle Clusters: the community of coppell consists of a lot of fitness enthusiasts and health conscious young families.

**Service Differentiation**

We may consider giving premium healthcare packages to high-income groups while still providing inexpensive care options to Coppell's low-income residents. Given the data, our primary focus should be on providing premium services. We might provide services such as sports medicine and physiotherapy to people who lead an active lifestyle. Some gender specific services such as prenatal and postnatal care, mammography and hysterectomy are also options to include. We should offer services like routine screenings and checkups, specialized consultants for chronic diseases, and other services to elderly residents with an emphasis on chronic illness groups. This healthcare center would be accomplished by developing a broad range of primary, secondary, and tertiary services specifically customized for each coppell submarket.

**Consumer Response Ideas**

Our target audience, the Coppell community, is in the early stages of becoming aware of the new facility, but they still require education regarding how it will benefit them. Consumers are currently in the 'initial awareness' stage, which means they are aware that our facility is being advertised (Thomas R K, 2020). Now is the time for our marketing team to concentrate on brand development and community involvement. We may begin virtual tours of our facility and highlight what makes us unique from other facilities of this type after the community has had a chance to consider our services. In Coppel, there are a sizable number of young families. Given that women in families tend to make the majority of decisions for their children or spouses, we can direct more of our surveys toward them.

**Definition of Product**

Let us keep the present landscape and the most recent medical trends in Coppell in mind as we define the items and services we want to offer. Our primary goal is to provide more quality healthcare services while simultaneously including inexpensive packages for Coppell's low-income households. Given the demographics described in previous sections, we will be providing more pediatric and geriatric treatment, as well as preventive health screenings. Virtual consultations and online access to patients' health records should also be included. We will provide dietary advice and weight management programs to Coppell's more active residents. All of these modern services will be distinct from a traditional hospital setting in a variety of ways.With the addition of telemedicine, patients will not have to physically visit the facility for checkups. This low-resource modality's ease helps doctors communicate with one another and provides patients who cannot meet doctors in person for medical or social reasons with an appropriate substitute.(Jin et al., 2020). We have moved a lot from the on-size-fits-all approach even in the field of healthcare. With this new facility we can come up with personalized healthcare plans that fit one’s body.

Here are some criterias that need to be met for the services we will offer.

* **Facilities**: Premium healthcare services will be our main offering. We will require amenities like surgical suites, imaging centers, and a mental health department. Following this are an emergency room, inpatient rooms, and a pharmacy. A laboratory is also necessary for pathology and blood tests. We'll also require administrative offices for our staff, a cafeteria, and a nutrition center.(Atienza, P. 2021).
* **Services**: According to the demographics, we will provide pediatric and geriatric care. Our secondary focus will be general health check-ups, preventive screenings, and emergency care. Specialized women's and cardiology check-ups, mental health programs, wellness programs, and rehabilitation services will also be available.
* **Personnel**:For all the services and facilities we mentioned above we shall need well trained staff members including doctors, specialists, nurses, technicians, therapists, support staff, mental health professionals, social workers, security personnel, administrative staff and nutritionists. We will also have financial advisors for patients who can get advised on their insurance plans and how they might pay for a procedure in the future.

**Demand for services**

Based on the Coppell population characteristics given above, we can predict what kinds of health problems to expect in the future. Given the aging population, we should expect chronic disease management services such as hypertension, diabetes, and heart disease to be in high demand. There are a lot of young adults and families with teenagers, catering to their needs for anxiety, depression and stress. Given a lot of young families, there will be demand for vaccinations and developmental health services. To establish these services we can have a wing dedicated to pediatric and neonatal care along with child health programs. As part of our preventive services, we should also provide health check-up packages. A wing of the mental health department featuring therapy rooms and psychiatrists. In addition, we should establish an orthopedic and rehabilitation facility with physiotherapists. We can set up a dermatology department for elective procedures such as cosmetic surgeries and skin treatments. Our primary goal will be to launch an online platform for telemedicine consultations, health monitoring, and digital prescriptions (Institute of medicine.1996).we should also have a separate geriatric care department for the senior population which should offer home healthcare options as well. Given that Coppell is an affluent suburb, it is reasonable to expect that a larger proportion of the population has health insurance and the ability to pay for out-of-pocket expenses. Because almost all insurance plans prioritize children's health, we can anticipate increased demand in this area. Residents may be hesitant to move at first if they have a history with a provider outside of Coppell, especially if they require specialized services. To address this issue, we will need to build strong ties with other providers. The availability of mental health services varies greatly. As a result, if the user has more coverage, we should expect higher utilization.Other high utilization areas can be physical therapy, geriatric care and. reproductive health services.

**Branding**

Our new building will be designed to meet the needs of the Coppell neighborhood as well as the competitive landscape. Our ideal position would be to establish a healthcare institution that is central to the needs of the community. Our distinguishing features will be cutting-edge medical technology such as diagnostic instruments, as well as an optimal telemedicine program that can provide a wide range of options to our patients and Coppell residents from the comfort of their own homes, affordable yet premium, sustainable and environment friendly and diverse. We will provide a personalized patient experience centered on one-on-one consultations and tailored treatment plans. The most significant aspect will be our honesty and transparency in flexible pricing and insurance claim assistance. We can ensure that all these features are consistent with the hospital's SEO and brochures for branding. SEOs will be the best way to get the word out and get feedback on our services (Prasad, 2022).

Our promotional approach for the new facility will have a range of marketing options. Press Releases from the staff and community-wide events will be set-up for our PR. We will use traditional advertising media as well as digital media to advertise on platforms like facebook and X. We should share content on health topics on various blogs and videos. To engage more with the community we will make our platforms on social media applications like Instagram and facebook. Involve local businesses and organizations for collaborations on blood-drives and informational sessions. Let’s make sure that the new facility’s optimized for search engines.

The first stage in developing a strategy will be to undertake a thorough situation analysis to determine the capabilities of this facility for the Coppell community. Following that, we will establish specific marketing expectations that will drive our promotional actions and ensure they are in line with our vision and goals. With our market segmentation, we are already aware of our core and secondary target audiences, which will help us communicate successfully to the proper audience. One of the most significant steps in strategic planning for this facility is the marketing mix (Thomas, 2020). Our strategy should be on providing personalized treatment regimens, flexible pricing, and a convenient location. Monthly feedback from our patients will keep us on track to satisfy the requirements of the community. Our approach should be highly community-centered, with a focus on the patient first.

The established healthcare facility by HCA might have a strategic plan surrounding its increasing patient base and its reputation. While our satellite facility will focus more on market penetration and community integration. The hospital’s demographics will definitely be different from our demographics. The established facility might not offer personalized treatment packages because of its larger demographics and location. Our new facility needs to build brand recognition from the ground up even if it is associated with a bigger group.

Before setting a branding campaign we need to set some guidelines that can help us build a strong brand but also flexible to change . A branding strategy will be required to guarantee that our facility's branding is consistent with everything we have discussed thus far. We will use the HCA healthcare emblem for our brand identity because we are linked with them. Our logo will also be in Pantone 7579 C, Pantone 289 C, and white. Our brand identification will be extremely similar to that of our existing hospital. We aim to make the most of our brand link with HCA healthcare. Customers are more inclined to use our services since HCA Healthcare has a good impact on Coppell's populace with their existing Coppell location (Thomas, 2020). Our brand message should be mainly focusing on the quality of services that we will provide and that those services will thrive to improve based on patient feedback. Encouraging our staff will be an important part of this process as they represent us on the day-to-day (Thomas, 2020). We can set up sessions where they can learn about our vision and values which can help them resonate with our goals. We should encourage open communication and provide them positive feedback (Indeed, 2023).

Communicating the brand internally and externally will be our most important step. We can use multimedia advertising like local TV and radio, Digital advertisement, social media presence, press releases, collaborate with local influencers and community surveys. Positive experiences for patients are key as they will become resources for potential new business (Thomas, 2020). We should tell the stories of our patients by emphasizing their recovery at the facility and sharing their experiences with the community. We can also host an open house where Coppell residents can meet our team and see the property. This will provide residents a firsthand look at our new facility. As part of our branding campaign, we should provide initial deals and loyalty programs. These promotional incentives will bring in more community members.

Once our brand is built and branded successfully, we should plan for brand revitalization as well for the future. Let’s make sure our executive staff is also on board with the branding strategy discussed as they are the ones implementing it.

**Techniques and Types**

Traditional marketing techniques have not faded just yet, they are still very impactful to a part of the population. Magazines and newspapers are still relevant for older demographics in Coppell. We could publish some articles about the new technologies that we will be using at our new facility and how it might help the community. Another effective option could be placing advertisements on billboards and high-traffic areas. It helps build brand awareness and if used strategically can lead to increased engagement with the audience (Primary Media, 2016).

We can urge patients who have had a good experience to suggest their close friends and relatives. To this day, word-of-mouth is one of the most dependable sources of advertising. Unwanted phone calls should be avoided because they are considered excessively intrusive. Even though the use of radio channels is decreasing, we can broadcast advertising for a certain demographic on local radio.

Given these traditional marketing techniques, we should also consider if they will be applicable and as effective as we might think them to be. The established hospitals by HCA healthcare have a longstanding reputation and a large amount of the population might already be aware of their presence by seeing them in local newspapers and local tv advertisements. Our new facility does not have that brand recognition yet, so the impact of print media might be less than we expect.

Traditional marketing may prefer an existing hospital over a newer institution due to the brand and patient trust that it has built over time. The new hospital will be associated with HCA Healthcare, but it will still require its own reputation, which can be achieved through innovative marketing strategies. Traditional marketing strategies can still be adapted and modified to suit the newer facility.

In terms of media possibilities for promoting our new facility, digital advertising will be at the top of our agenda. We may use platforms such as Instagram, Facebook, YouTube, and Google Ads to target certain population samples. They are incredibly adaptable and cost-effective social media marketing choices. Websites and SEO are another high-ranking media option. A straightforward and user-friendly website can go a long way toward making it easier for our patients to locate the services they require. Press releases can be considered as a fairly high option for our media marketing. It can help us build credibility and launch special events as well. Getting positive testimonials and stories can help build our brand and reputation.

Local newspapers and magazines can be ranked as medium when it comes to marketing our new facility. We need to consider these options carefully as print readership is significantly declining but it still holds some value (Thomas, 2020). We can rank outdoor advertising as a medium since we are not yet a well established facility. Billboards at strategic locations on the route to the facility can be very effective and will be ranked high on our list (Thomas, 2020)

Many Coppell residents may be unaware of the Affordable Care Act (ACA) and the benefits available under it. When it comes to healthcare and the Affordable Care Act, social marketing has enormous potential. Residents in the neighborhood may be unaware of the preventative care and low-cost health services that are accessible to them. Using relatable testimonies, we can create advertisements that focus more on health education and overall wellness. We should urge uninsured people to seek health insurance because many are unaware of their options. Because the ACA expands access to health insurance, we can raise awareness and educate Coppell residents about the benefits of health insurance and how they can save money.

The ACA also supports patient rights and protections which we may use to educate the public about. Using social marketing, you may draw more attention to the needs of your community, educate citizens on what resources they can utilize and what are available to them, teach them how to use their rights, and promote better behavior.

Integrated marketing campaigns will be a very good strategic approach that will clearly define our promotional actions (Thomas, 2020). One of the key elements to integrated marketing is to set clear goals to determine what we want to achieve. This could include brand awareness and building reputation. We have already analyzed our target audience through demographics like age, gender, location and income.

We should plan our social media content with consistent designs and aesthetics. Make sure that our website is user-friendly and our patients can easily navigate through it. Our analytics team should be able to collect and optimize the data generated in our facility and help the executives make informed decisions. After the campaign is successfully implemented, we should make sure we review the steps that were taken and continue the integrated approach.

**Review and Consideration**

For our popular departments, we should implement new contemporary advertising tactics such as relationship management. We must develop close relationships with our long-term patients and provide them with high-quality care and service (Poku,2017). We can also provide loyalty programs, check-up reminders, and birthday wishes. These would encourage them to refer our services to their friends and family. Reputation management is also a new marketing technique. We must ensure that our online reviews, negative feedback are responded to. This will help us build a positive online reputation and brand trust.

The new facility will be integrated with the existing one. The community will still require favorable reviews from others in order to choose our services. We will begin with a small patient volume, necessitating more one-on-one consultation. Existing hospitals would be treated differently because they have a long history of patients and a strong brand reputation. As a result, they do not require the relationship management technique as much as we do.The same is true for reputation management. For more than 50 years, HCA Healthcare has been a well-known hospital chain. We must earn that reputation through our services and treatment.

We need to examine website traffic and user activity for SEO tools. We may require a team of one or two to completely focus on maintaining our social handles up to date for digital and content marketing. We could also think about using Patient Relationship Management software to help us manage patient interactions and records (Poku, 2017). A tech staff is an important necessity for any type of technical issue that arises in the facility. Investing in the correct technology will allow us to optimize our care offerings and provide better care to our patients.

Keeping these technology requirements in mind, we should be aware of certain potential obstacles to our campaign. Patient data can be very useful and needs to be accessible for research purposes, thus its security becomes a concern automatically ( (Dadras, 2021). One of the most critical challenges that we must address is data security. We require the most stringent security measures to avoid data breaches and unauthorized access to private patient records. We must assure strict adherence to all regulatory norms and legislation, which can be complicated. Health information is extremely private and sensitive. When dealing with these patient records, we must adhere to specific guidelines. Addressing these challenges will require a careful and ethical approach alongside investment in securing the health dataset.

Consumer engagement is one of the most important aspects of any successful facility. It also is a great way to foster a deeper connection with our patients which builds trust between them and our brand. Being transparent and flexible with our patients can be one of our strategies (Newman, 2022). We should also give instructional information such as blogs and movies that encourage people to better their health. We must ensure that all patient inquiries received via social media, phone, or email are promptly addressed.

**Social and global**

Social media is one of many essential tools for marketing our healthcare institution. It can also assist in recognizing our patients' demands and assess the quality of our services from their perspective. We can utilize interactive polls and surveys to help patients communicate with us more efficiently and provide us with useful information about our facilities. Social media serves as a real-time feedback mechanism in terms of identifying the patient's needs and determining patient satisfaction (Richter, 2014). They can offer suggestions about improvements that need to be made to our facility. Positive social media can also help boost the staff morale.

Another component of utilizing social media in healthcare is soliciting customer participation. We must create a positive image for community participation by organizing awareness initiatives in which the community can participate. This will develop long-term communal relationships. We can also provide incentives and loyalty awards to members of the community who participate in our initiatives. Social media can be a great tool for reputation management and addressing negative feedback as well.

People engaged in health-related topics are increasingly using social media (Thomas 2020). We must devise a strategy to improve our facilities through the usage of social media. We can narrow down our target demographic by having a strong presence on networks like Facebook and YouTube. We can build a content calendar to assist us stay on track with content posting. Our material must include a variety of instructional postings, health and nutrition suggestions, freebies, and realistic images of our facilities.

We should add user-generated content that can help us build community engagement. User-generated content can include videos, blogs and pictures from behind-the-scenes at the facility (Thomas 2020). We can encourage patients and staff members to share their positive experiences at the facility on social media. Some social media platforms provide analytics as to viewership and engagement from the community. We can use this data to increase engagement rates and follower growth.

Bringing in international patients can be difficult for this facility. Marketing efforts would need to be strategized through the use of digital platforms and collaborations with medical travel companies (Medical Tourism Magazine). To attract patients from other countries, our healthcare professionals must be highly skilled in their field. We must establish a welcoming environment for initial inquiries, travel preparations, post-op care, and follow-up. We should navigate through challenges like visa restriction and complexities that come with offering international healthcare. Taking note of legal and ethical laws to offer healthcare to international patients should be a priority.

When developing a list of facilities and services that may be required to offer to the worldwide market, we must measure the advantages against the disadvantages. International patients are frequently drawn to cutting-edge technologies and accommodations. New and innovative treatments designed in a space that is culturally inclusive will be a good move. When it comes to the worldwide market, having employees that speak multiple languages will be advantageous. More international patients will be encouraged to use our services as a result of this. Multilingual employees, particularly in the healthcare industry, will aid us in understanding cultural differences (Zwerdling 2015). We must also keep an eye on our resources because we must first serve our local neighborhood.

In order to overcome language obstacles, the facility should hire multilingual staff and train its employees in cultural competency. This will allow us to communicate with the patients more effectively and understand their cultural views and dietary constraints. We can also supply brochures in several languages to help people understand the services we offer. We should also be transparent about finances and provide solutions such as financial aid programs. We can organize projects in our service area for immigrants and foreigners to assist us create stronger relationships with them. Immigrants and foreigners may also require mental health care services. We can concentrate on providing those who focus on it in a more culturally appropriate manner. Building trust among immigrants can also be accomplished through community outreach activities and support in navigating the American healthcare system.To establish ourselves as a trusted healthcare provider, we must foster a culturally relevant and inclusive atmosphere, provide language help, and actively engage with the immigrant population.

To create a successful marketing strategy aimed at the foreign market, we should conduct comprehensive research, just like we did for the local market. We must discover major worldwide marketplaces and services that foreigners commonly seek. Based on what we have discovered, we can align ourselves with specific medical specialties that are in high demand globally in order to attract patients. The advertising pitch, which should be translated into multiple languages, should highlight the facility's multilingual staff and innovative technology, as well as success stories.Our key way of marketing our services abroad should be social media and an efficient website. Patient testimonies, virtual tours, and interviews should be shared with our medical professionals. To overcome medical tourism concerns, we could form relationships with local hotels or motels to provide support to patients and their families. We should also give comprehensive assistance, such as visa processing, travel assistance, lodging, and language assistance. These services should also be listed in our international care brochure. Our campaign must maintain a strong brand image which can make it a better choice for international patients seeking high quality care.

**Managing Marketers and Money**

Given the target population described above, we should ensure that the team guiding the marketing campaign is diverse. Here is a list of the roles that must be filled, both mandatory and optional (Birt, 2023). Marketing manager, SEO strategist, Market research analyst and a public relations officer are mandatory positions to be filled.

* **Marketing manager** should oversee all activities and follow a strategic direction that ensures marketing objectives coincide with facility interests.
* **SEO Strategist** with advanced knowledge of the optimal search engine
* **Market research analys**t to keep up-to-date with trends and data that is being collected in the facility
* **Content creator** to create compelling social media content and boost community involvement
* **Public Relations officer** to maintain local relationships and community engagement
* **Website developer and PPC (Pay per clicks ) specialists** to oversee all the organizations digital marketing efforts
* **Patient liaison Officer** to help us communicate with patients to help convey their stories to the community.

Implementing an aggressive marketing plan will need multiple resources. Here is a list of all the possible resources we might need:

* Digital assets and technological tools
* Analytical tool and communication platforms, security system
* Media partnerships and legal counsel
* Budget for advertising and training
* Contingency funds
* Material resources

Budgeting is the most critical aspect of making this campaign a success. For the next three years, we will receive 10% of the total money allocated to the institution. Half of this 10% will be used for digital marketing, SEO, PPC advertising, and other digital tools that we may require. The second main portion of the expenditure will be allocated to advertising on a local, national, and international scale. Traditional media, production costs, promotional materials, public relations, and staff are all part of advertising. PR and sales campaigns will receive 1% of our budget in order to preserve our general reputation. We should also set aside some money for contingencies and incidental expenses. For the first year we will focus more on building brand trust and establishing our presence in the community with initial launch campaigns. The following two years we will start allocating more funds to optimizing campaigns based on performance and expanding our marketing reach.

Our marketing plan will need thorough evaluation before its implementation. Here is a list of potential evaluators who can provide us meaningful insights for our plan:

* Executive Leadership like Chief Financial Officer and Board of directors from HCA healthcare
* Internal Marketing Team like digital marketing specialists and analysts
* Industry Experts and independent consultants
* Compliance officers to ensure that we adhere to laws campaigning our new facility.

**Facilitate**

We must examine strategic planning and execution with the goal to construct a well-functioning call center for the new healthcare facility. We must begin with preparation and research to understand the volume of calls we may receive as well as peak calling periods. We must also budget for technological necessities such as analytics tools and phone systems. Then, based on cost and accessibility, select an appropriate site for the call center. We must carefully follow Health Insurance portability and accountability Act (HIPAA) protocols because those violations can be expensive not just financially (Yundt 2023).

We should also ensure that we provide multilingual phone support for individuals who understand multiple languages and have the opportunity to talk in the language in which they are most comfortable (Yundt 2023). When looking for call center representatives, we should hire the correct people and ensure that they received HIPAA training. To begin, we will conduct a soft launch with limited usage to test our system. We can proceed with a full-scale launch of our call center if we are confident that it is error-free. For the first few months we should monitor the call quality and measure patient satisfaction as well, this will help us improve our performance in the future (Jung 2023).

A healthcare call center is undoubtedly an excellent platform for promoting our new facility. First and foremost, we will be able to efficiently manage our client service. Our personnel can provide information to callers regarding the services and specialties available at our facility. We can use phone calls to set up appointments and consultations. We can also call prospective patients and provide further information about a surgery or service that they are interested in.

The call center can also act as a hub for internal marketing calls and incentives offered through our current campaign. We should also show compassion to our prospective patients and create brand trust through these calls. By putting all of these concepts into action, we will be able to effectively promote our facilities via our call center.

**Future Marketing Plan**

Our marketing strategy is, as it should be, consumer-focused. Our marketing strategy revolves around all of them, whether they are patients, healthcare employees, or professionals (Thomas 2020).Our plan includes a variety of components, ranging from cutting-edge technology to community-focused healthcare benefits. For the successful future of this new Coppell facility, we should focus on servicing and building around Coppell's diverse community, catering to their individual requirements as much as possible. Positioning ourselves as a quality healthcare leader while focusing on specialties with strong demand in the local market.

As previously stated, we should use our call centers to promote our facilities as much as possible. We should also improve client involvement and appointment scheduling via our call center.Our team and the success of our marketing tactics should be evaluated on a regular basis utilizing predetermined Key Performance Indicators (KPIs). Constructive feedback from coworkers is also an excellent way to grow and set goals that are more likely to be met. Let's make sure that we adhere to all marketing regulations so that our promotional activities are credible. Our approach should be data-driven so that we can utilize those analytics to improve our performance on all fronts.

The long term goal for this facility is to establish itself as a trusted healthcare facility in Coppell and beyond.These should be our goals for the future and they should reflect in our original marketing plan.

The Affordable Care Act (ACA) emphasizes the importance of preventive care which helps healthcare providers to actively engage with their community to improve health and well-being of the people.Using this marketing strategy, we could inform the community about our facility's preventive programs and wellness screenings. We can also provide information on how social factors like education and housing affect health in many ways. This method will assist us in meeting ACA regulatory requirements while also building trust between our brand and the community.

Future Research Project Proposal:

Our primary goal is to comprehend the healthcare service requirements of the Coppell audience.By evaluating the community's knowledge of our existing services, we can forecast our future needs for those services. We will also provide a questionnaire that existing patients can fill out to request any future improvements or new services. We can use statistical tools to analyze those questionnaires to gain nuanced insights.

We will create some key performance indicators (KPIs) that will aim for a high response rate to verify that the data obtained is accurate. For our sample for KPIs we need to make sure that there is diversity among participants, to ensure data reliability.

We will also prepare a timeline for this future marketing plan. We can also conduct focus groups that include healthcare professionals and health advocates. We then analyze these discussions to identify common themes and patterns to make improvements to our services.

Predictive analytics can be used to forecast healthcare system results. In the past, predictive analysis has assisted in identifying those who are more likely to be diagnosed with an illness. This can assist us in anticipating the services that our patients may require on the road (Van Calster 2019). Predictive algorithms can also be used to decide how to treat patients depending on their individual features.

**Future Implications for Practice**

Changes in the population and demography around a healthcare system can lead to numerous adjustments and significantly strain the system. Population shifts may potentially impact the health care services required in the future, particularly for senior individuals. (Institute of Medicine). An increase in the elderly populations due to higher life expectancy leads to a higher demand in geriatric care and chronic disease management. With a growing diverse population we will require culturally sensitive healthcare services alongside proper language support (Institute of Medicine).

The economy has a significant impact on healthcare. There is evidence that patients avoid seeking assistance for elective services during a recession. Physicians are seeing an increase in the number of patients who are unable to pay for the care they require (RJW Foundation 2009). New corporate initiatives arriving into Coppell might cause a shift in the community's socioeconomic tendencies, affecting healthcare access and affordability.

The baby boomer generation will ultimately reach the age of 65, and their population will soar. More patients will have longer lives, and individuals with chronic conditions will be treated, extending their lives. As patient care becomes more standardized, competition between hospitals for common diseases will decrease and we will have greater opportunities for innovation (Garson 2001).

In the future, a lot of free data would be needed to comprehend customer wants. One study found that people are willing to divulge medical information to improve the effectiveness of a particular treatment or to receive better care. (KPMG, 2018). We will have the chance to invest in a strong telehealth infrastructure and provide our patients with virtual consultations as the demand for telemedicine grows.

**Conclusion**

The marketing strategy for this new facility in Coppell should position HCA Healthcare as a prominent player in Texas. The stepwise approach, beginning with growing brand trust and community presence and ending with prudent money allocation, should be successful. Strategic budget allocation for contingency planning and digital marketing displays an awareness of the continuously changing face of the healthcare system. Continuous monitoring and evaluation of this plan is key to ensuring the success of this new facility.

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